Gruen Transfer – Season Two, Episode One

***Before the Programme:***

1. Without using a dictionary, define advertising.
2. Make a list of your favourite advertisements. Describe what you like about one of your choices.
3. Make a list of advertisements you really love to hate.
4. How many people do you think it takes to create a television advertisement? Name the different tasks each might have.
5. Would a program that takes a critical look at advertising be likely to be shown on commercial television?
6. What is ‘marketing’ and how is it related to advertising?
7. Collect three print ads from magazines or newspapers (not print classifieds but ads that feature a product or an idea) and bring them to your next class for analysis.
8. What do community service announcements, such as government campaigns about energy use and global warming, road safety and anti-smoking campaigns (e.g. the black balloons ads), have in common with advertisements promoting products?
9. What do you think is the most important part of devising a successful advertising campaign? You might like to return to this question after watching some of the programs.
10. Before the development of mass communication media such as television, magazines and the internet, how do you think people promoted and increased sales of their products? Are some of these methods still used today?

***During the Programme:***

**Segment One:**

1. What’s it for? What do you think this ad is trying to sell? Discuss with your table group then as a class.

**Segment Two:**

1. How many burgers have you bought this year approximately?

Random facts about burger advertising:

In the past twelve months 134 new McDonald’s ads appeared on our television screens.

Todd, Dan and Bridget have all worked on burger ads. (and Russel would like to)

McDonald’s and Hungry Jack’s (a franchise of the American Burger King chain) are the two big players in the market.

There are now more than 300 Hungry Jack’s, located in every Australian state.

The three key targets for burger ads are family, teens and people on the go.

They target three times of the day – breakfast, lunch and dinner.

McDonald’s have been widely criticised about a range of activities and practices and involved in several controversies in recent years:

1. London Greenpeace’s *McLibel* (Franny Armstrong and Ken Loach, 1995

and 1998) case in the 1990s.

2. Eric Schlosser’s 2001 book *Fast Food Nation: The Dark Side of the All-American Meal.*

3. Morgan Spurlock’s *Super Size Me* film of 2004.

Schlosser’s book offers the following information about McDonald’s: McDonald’s has about 31,000 restaurants around the world in 119 countries and 2000 new ones opening each year.

The golden arches symbol is now more widely recognized than the Christian cross.

Ronald McDonald is more widely recognized by American children than Jesus, and second only to Santa Claus.

1. How acceptable is it to promote fast food purchases associated with toys, films and other forms of entertainment generally?
2. Is Russel’s argument about the cheapness and convenience of Maccas the best argument to make about eating fast food? What other pluses and minuses might there be in choosing Maccas’ meals over other kinds of eating experiences such as family cooking?
3. Have you had personal experience of ‘pester power’ in your family? How easy is it to resist by your parents?
4. Can, or should, young children (and their parents) be protected from the power of some advertising? If so, how could this be achieved?

**Segment Three – the Pitch:**

The first pitch demonstrates that public holidays can be bad for your health using statistics, including a marked increase in accidents, DIY injuries, domestic violence, bad sunburn and alcohol problems.

Pitch 1’s line is: ‘The less you’re at work, the more you’re at risk. Let’s take a break from public holidays.’

Pitch 2 takes a more serious approach with older Australians stating the number of days they spent fighting in wars to defend Australia.

Pitch 2’s line is: ‘Public holidays are cancelled to fight the Global Financial Crisis’.

1. How effectively does each ad illustrate the truth of its final punch line?
2. The panel are evenly divided in their choice but what did you think? Which ad do you think best illustrated the demands of the brief?

**Segment Four – Ad of the Week:**

After watching the ads that use sex appeal as the basis of their selling, answer the following questions, and then we will engage in a class discussion of your responses.

1. Is a visually compelling set of images featuring breasts and other aspects of female sexuality always a sure-fire way to draw attention to a product?
2. Name any products currently advertised on television that use sex to sell, e.g. some alcoholic drinks.
3. Cars used to be advertised with semi-naked women draped across the car. Do we see this so much today? Why might this style of car advertising be less popular?
4. Do you believe that ads featuring barely dressed young women are demeaning to women or that they turn them into ‘things’ available for a male gaze?

***After the Programme:***

Receive hand out ‘Calvin Klein – A case study’, read the article and then respond to it individually.